



Levanta Drives Over 10X ROI Recruiting Brands with ZoomInfo

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The affiliate marketing platform closed millions of dollars in total contract value using ZoomInfo data.

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 13, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Levanta, an affiliate marketing platform that connects e-commerce sellers with creators, has driven over 10X ROI on its use of ZoomInfo, according to the company. Along the way, Levanta closed millions of dollars in total contract value.

Levanta connects fast-growing e-commerce sellers on Amazon, Walmart, and TikTok Shop with the creators who drive their revenue, and its platform now supports more than 50,000 creators. As the company scaled, its go-to-market engine hit a familiar wall. It needed to reach the right brand decision-makers at the right time, in a noisy market where busy executives ignore most outreach. A generic list pulled from nowhere would not move revenue.

Levanta's brand-partnerships team had a blunt mandate: scale revenue and recruit top-tier brands. The team uses ZoomInfo filters like industry, revenue, and job title to find a specific sweet spot: high-growth brands that are not so large they get bogged down in procurement. Buying signals sharpen the timing. Funding announcements, leadership changes, or a seller launching on a new marketplace tell the team which accounts are worth a call now.

The close is where accurate data earns its keep. Levanta found that 75% of its deals over \$20,000 in contract value needed a call or a text to close. At the end of the month, when a signature is stuck or a general counsel has a last-minute question, a rep pulls a current mobile number and reaches the buyer directly. You cannot call a number you do not have, and a large deal rarely closes by email alone when the buyer wants to talk.

Using ZoomInfo across the full go-to-market motion, from early prospecting to last-mile execution, Levanta closed millions of dollars in total contract value and drove over 10X ROI, according to the company. The company credits ZoomInfo's data accuracy as the foundation that made a phone-first close reliable.

Levanta is not slowing down. It is expanding its creator network, adding agency partners, and putting new marketplaces on the roadmap. Its next bet is AI, which the company says only pays off when the underlying data is strong. That is why Levanta keeps ZoomInfo at the center of how it makes decisions.

About ZoomInfo

ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, enables sales, marketing, and customer success teams to execute their go-to-market strategy with confidence. Powered by the industry's most comprehensive B2B data, including more than 100 million companies, 500 million contacts, and billions of signals, ZoomInfo delivers the intelligence, automation, and integrations that modern revenue teams need to identify, engage, and convert their best buyers.

Learn more at zoominfo.com.

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